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Celebrating Father's Day with Mums Appreciating Dads at Dad's Day Out 2019

Singapore, June 16, 2019 – Dad's Day Out was celebrated differently on Father's Day this year, with greater focus placed on Mums showing appreciation for Dads. Dad's Day Out is the flagship event and culminating point of the yearly Celebrating Fathers movement's month-long series of activities.

Deputy Prime Minister and Minister for Finance Heng Swee Keat and his wife graced the event, held at the OCBC Square of the Singapore Sports Hub this year. As the Guest-of-Honour, DPM Heng also delivered the opening remarks.

Three mothers among the event attendees shared what they appreciate about their husbands at the opening ceremony. Reflecting the theme of this year's Celebrating Fathers, "*Fathers. For all the things you do, we love you.*", Dad's Day Out this year puts the spotlight on how Mums can support Dads to be the best fathers that they can be to their children and parenting is best experienced when Dads and Mums share the responsibilities.

"We can become even better fathers with our wives' support and encouragement. Mums cannot do it alone and neither can Dads. This year's Celebrating Fathers campaign aims to encourage Mums to take the time and effort to show appreciation to Dads for all the things that they do for the family," said Mr Bryan Tan, CEO, Centre for Fathering and DADS for Life.

He added, "It is timely on the 10th anniversary of DADs for Life that, MUMs for Life, a ground-up national movement launched on Mother's Day 2019, to complement the emphasis and efforts of DADs for Life in promoting active fathering. When Mums live out their unique identity in their diverse roles, and Dads are actively involved in the family, children are better nurtured and the whole family is stronger."

During the opening ceremony for Dad's Day Out, DPM Heng and Mrs Heng joined Mums and Dads on stage to launch a special display showing the synergies between DADs for Life and MUMs for Life. The animation featuring Dads' pledges and words of affirmation from Mums also reflected the important partnership between Dads and Mums in building a strong family, and reinforced shared parental responsibilities as a key ingredient for a joyful and fulfilling parenthood journey.

REACH held a "Listening Point" – a mobile and open-concept engagement booth – during the event. The "Listening Point" gave the participants an opportunity to participate in a Play A Part survey (also available on heybaby.sg/PlayAPart), and provide their feedback on shared parental responsibilities.

In its fourth run this year, Dad's Day Out is organised by Centre for Fathering and DADs for Life in partnership with Mediacorp. The initiative is supported by the National Population and Talent Division, Strategy Group, Prime Minister's Office, and the Ministry of Social and Family Development, with the aim of raising awareness on the importance of active fathering in Singapore.

"Mediacorp is delighted to again partner Centre for Fathering and DADs for Life in Dad's Day Out, a day celebrating Dads in a way that is fun for the whole family," said Ms Tham Loke Kheng, CEO, Mediacorp. "This year, we encourage Mums to help shine the spotlight on Dads. After all, Dads play vital roles in their families – they are often heroes, disciplinarians, adventurers and storytellers all rolled into one!"

"It is the role of both parents to take an active approach in strengthening our bonds with our children and raising them to be resilient and confident individuals. My husband and I take pains to encourage each of our three daughters to follow their interests and discover their talents. The girls know that they can always count on us both to support and cheer them on," shared Dr Ann Tan, Families for Life Council member.

Dad's Day Out 2019 featured a variety of fun-filled activities that promoted father-child and family bonding. A key highlight of the event was the DADs Promise Tree, where Dads penned promises to their families and Mums and children wrote words of appreciation for Dads. Other activities enjoyed by the families included a blindfold maze where Dads and Mums guided their little ones out, a family giant Jenga challenge, treasure hunting and designing of mugs as gifts for Dads. Centre for Fathering also conducted *Parenting As A Team* workshops for Dad's Day Out participants.

In addition, the stage activities included appearances by Mediacorp artistes and personalities from popular shows such as Lions Mums, Kin and Old is Gold as well as children's favourites, Peppa Pig and Ollie and Friends. The day ended with a picnic and movie screening of "We Bought A Zoo" organised by Families for Life Council.

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Dad's Day Out Activities

DADs Promise	Dad, pen down your promises to your family. Mum and children write notes of appreciation for Dad.
Cheers to DADs	Design and gift Dad a special Father's Day mug.
DADS A-maze	Dad and Mum guide the little ones out of the maze.
DADs My Tower	Challenge another family to a game of giant Jenga.
DADs My Treasure	Hunt for treasure buried deep in the sand as a family.
Mediacorp Family Fun	Fun-filled Mediacorp family bonding activities.
Parenting Workshops	Centre for Fathering <i>Parenting As A Team</i> workshops.

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About Centre for Fathering and DADs for Life

Centre for Fathering (CFF) is a non-profit organisation founded in 2000 to promote active and involved fathering and address issues caused by fatherlessness in Singapore. The organisation aims to turn the hearts of children towards their fathers by empowering more fathers to be better role models and an enduring inspiration to their children.

Since 2015, CFF has been the driving force behind Singapore's nation-wide fathering movement - DADs for Life which seeks to inspire and mobilise fathers to become more involved with and a good influence to their children... for life.

Under the DADs for Life umbrella are initiatives such as DADs@School, Back to School with DAD, Eat With Your Family Day and Celebrating Fathers – to encourage fathers to spend time with their families and create a culture that promotes active fathering.

For more information about the Centre for Fathering and DADs for Life, please go to www.fathers.com.sg.